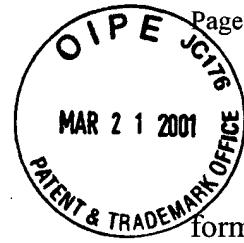


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receiving from the customer an e-mail message that includes the response, and,
based on the received e-mail message, automatically generating order information in a
format usable automatically by an order fulfillment system to cause the order to be filled.

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6. (Amended) A machine-based method comprising:
analyzing an e-mail message to derive response information concerning a commercial
transaction,
automatically identifying response information which requires resolution of an issue with
the source of the e-mail message, and
automatically managing an e-mail message dialog with the source to resolve the issue.

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8. (Amended) Software guided interactive e-mail message dialogs to resolve, on
behalf of a vendor, customer issues that occur in direct response e-mail messages that are
automatically identified as requiring a dialog.

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10. (Amended) A machine-based method comprising:
analyzing an e-mail message to derive response information concerning a commercial
transaction, and, in response to the e-mail message,
automatically generating a confirmatory e-mail message to the source of the e-mail
message confirming that the commercial transaction has been or will be completed.

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11. (Amended) A machine-based method comprising:
receiving inbound e-mail messages associated with a marketing program, the inbound
messages containing response information and each of the outbound e-mail messages being
associated with a distinct piece of the marketing program, and
automatically associating the response information in each of the inbound messages with
the corresponding distinct piece of the marketing program. --